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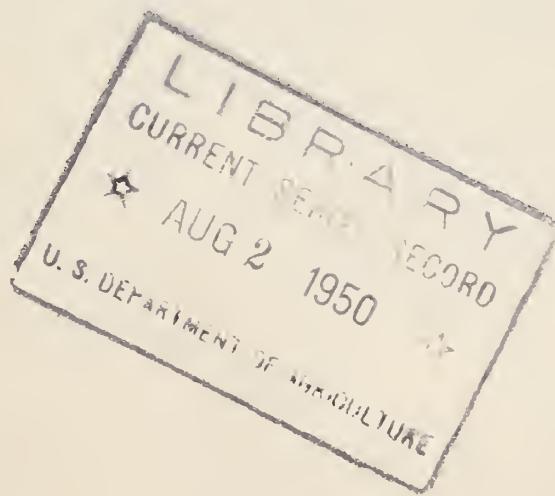
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# MARKETING ACTIVITIES



U. S. Department of Agriculture  
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# Greenville Builds a Market

By Robert H. Martin

Situated in the heart of the thriving balanced industrial and agricultural Piedmont section of South Carolina, the new Greenville Farmers Wholesale Market has provided a center for the sale and distribution of approximately \$1,750,000 worth of farm products since its opening June 1, 1949.

The establishing of such a marketing facility represents many months of study, observation, planning, and overcoming certain unforeseen obstacles. It is a symbol of the determination of a few citizens to fill a need for a better marketing system to cut the price spread from the farm to the consumer and to promote the general welfare of our farm people.



The site of the Greenville Farmers Wholesale Market provides ample space for further growth. Expansion thus far includes the poultry processing plant in the upper left, the sweet potato curing house next right, and part of the large wholesale store section in the center. Upper right is the farmers' and truckers' sale shed. Near the main highway in lower center are a service station and restaurant, and administrative offices.

From the outset we have felt that Greenville is ideally situated for a good wholesale produce market. It has the consumers; 108,000 of them within a two and one-half mile radius and 700,000 within a fifty mile radius. Farm land is productive. The local market was inadequate--produce buyers and sellers met each morning in a street down town. City officials didn't like it. Sanitation was a problem.

The Greenville Chamber of Commerce and the marketing division of the Clemson College Extension Service in 1947 requested the Marketing and Facilities Research Branch of the Production and Marketing Administration of the U. S. Department of Agriculture, to make a survey under the Research and Marketing Act. Roger F. Burdette was in charge of the survey. He and other Branch personnel offered valuable assistance to those who planned and built the market. A local group made a tour of Georgia and Florida markets in November 1947. A site committee recommended the present twenty-seven acre plot to the county legislative delegation and the county purchased it in February 1948 at a cost of \$12,600. In April 1948 an act of the Greenville County legislative delegation was passed creating the Greenville County Marketing Commission, appropriating \$100,000 and authorizing the borrowing of an additional \$100,000 to construct and operate a farmers' wholesale market.

The chairman of our commission, James L. Love, is a lawyer who had shown an interest in farmers' markets while serving as a city official. The vice-chairman is C. C. Pearce, Junior, head of a wholesale produce chain. I am secretary. Other members are Olin H. Spann, retail groceryman, and H. J. Winn, a banker.

Our first problem was what to build and stay within our budget. How should the buildings be arranged on the site? There was a good highway and rail connections. The topography of the land was bad. It had two city water mains through it which had to be dodged. We decided to build fewer units and make them the best even if the cost was high.

#### First in South Carolina

We called in everyone we thought was in position to give good advice --PMA's Marketing and Facilities Research Branch, Clemson extension marketing specialists, Georgia and Florida market experts, and local architects and engineers. We knew that now was the time to avoid mistakes. Room had to be left for expansion and for allied industries that might develop in the future. This was the first planned market facility in South Carolina. We wanted it to be right.

A definite plan for the general layout and for the buildings was adopted. PMA's recommendation to build in the beginning five merchant's store units, each unit 22 1/2' x 60' with front and rear platforms, and a 200-foot farm shed was followed. The contract for construction of these facilities was awarded in September 1948 at a cost of \$92,000. A small service station and restaurant was added later at a cost of \$5,000. Fencing and an office took the remainder of the direct grant of \$100,000. Paving, the rail siding and other essentials to setting up the operation

of the market was still to be done. The county gave the market commission an additional \$16,000 to complete our original plans. In April 1949 the other members of the commission requested me to act as market manager and I accepted on a temporary basis. At this time, the opening date was set for June 1.

Farmers showed very little enthusiasm. Wholesale produce dealers were reluctant to locate in the merchant's stores. "It's too far out of town," they said. "We're going to wait to see how it develops." The market was four miles from the center of town. Truckers showed some interest in renting stalls under the shed. A rental of \$100 a month was set on a store unit and \$15 a month for each of the 20 stalls under the farm shed. Parking would be 12 1/2 cents per wheel per day. "The rent's too high," they all explained. "We don't pay anything for our present parking on Court Street downtown." These were typical comments one month before the opening date and up to that time not a lease was signed for any space on the new county wholesale market. I contacted every local prospect, but each one had the same story.

#### Bananas Help Turn the Tide

But soon a change began to take place. An out-of-town banana dealer leased two of the store units. He began to install extensive refrigeration. Within one week 90 percent of the space available was leased. By the opening date, all space was leased. Two days before the opening, City Health Authorities ordered the truckers and farmers to stop using the old market place downtown.

At this time, we were faced with an unexpected obstacle--a potential competitor. Handbills were passed out announcing the opening of a new produce market much closer to the heart of town. Truckers were contacted. I spent two days and two sleepless nights in conference with the men I figured were behind the competing market. I arranged to provide them suitable temporary places to operate on our public market. Facilities of our new market were offered free to anyone from June 1 to June 17. That got trading started and meant a great deal to the market's initial success. The second week of trading found the market filled to capacity. Increased parking space on the grounds had to be provided. And that was the end of our competitor.



A marketing specialist shows a farmer how to grade sweet potatoes before storing them in the Greenville market's curing house.

Official opening ceremonies were held on June 17. D. W. Watkins, Director of the Clemson Extension Service, and William C. Crow, Direc-

tor of the Marketing and Facilities Research Branch of the United States Department of Agriculture were principal speakers. The local newspapers and radio station carried many headline stories about the new farmers market. We began radio broadcasts daily direct from the farmers' wholesale market.

### Community Interest Attracted

After our first month's operation, folks began to believe in the market. Our farmers began to ask more questions about it. Community groups paid us special visits to study how it worked, how it might play



The second week of trading found the market filled to capacity. In a little more than a month plans were announced to double its size.

would be obtained by borrowing the \$100,000 as set forth in the Act of the General Assembly creating the County Marketing Commission. Expansion was no problem for we prepared for it in our original plans.

### Most Market Facilities Leased to Private Dealers

At the end of this month (March) the expansion program will be completed. The 4 new store units were occupied on January 1 and the rail siding was completed at that time. Five carloads of produce arrived over the rail siding in January - the first month it was available. Farmers used the sweet potato curing house for last Fall's crop. All indications point to a successful poultry processing plant. All facilities except the potato curing house are leased to private dealers.

The market represents a total investment of \$228,600. Of this amount \$128,600 is a direct grant by Greenville County. \$100,000 is to be paid back over a period of 10 years at an interest rate of 3 percent. Total income for the first eight months of operation was \$13,446.65. Operating expenses during the same period were \$12,257.83 leaving a net profit of \$1,188.82.

Federal orders are now operating in 37 fluid milk markets in the United States. During 1949 they regulated the handling of 16 billion pounds of milk produced by 140 thousand dairy farmers for more than 21 million consumers. To answer the numerous requests for information on these programs the Dairy Branch of the Production and Marketing Administration is soon to release a publication which outlines the establishment and operation of Federal orders. Philip E. Nelson, Branch Director, has prepared the following discussion, with questions and answers, as a digest of that work.--Editor

# The How's and Why's of Federal Milk Marketing Orders

By Philip E. Nelson

Fresh milk flows from dairy farmer to consumer through a vast channel work of modern production, processing, and distribution. The marketing system on which this flow of milk depends is fast and highly organized. On a daily schedule, fresh milk moves from farms through local and regional dairies and creameries, through handlers and distributors, along city and rural delivery routes to reach a multitude of consumers whose appetites also operate on a daily schedule.

Because this supply of milk cannot easily be adjusted to meet the demand, the marketing system often runs into trouble with milk prices. At times, market conditions can result in wildly fluctuating prices which work unnecessary hardship both on those who depend on milk for a living and those who depend on it for food.

## Orders Stabilize Market

Federal orders are used to stabilize market conditions for fluid milk--to make the buying and selling of fluid milk an orderly process on which dairy farmers, milk dealers and consumers alike can depend. To understand how Federal orders contribute to market stabilization, it is helpful to take a look at the conditions which brought them into being.

The need for Federal orders--and their development--is the result of a serious problem of pricing fluid milk which grew out of modern marketing methods.

Before modern methods were introduced, farmers delivered milk to homes in the nearby town. The matter of a "reasonable price" was settled through simple agreements between farmers and their customers. But as marketing methods became more modern, farmers became separated from consumers by distributors and wholesalers who set prices for both farmers and consumers.

The effect of this change was not only to put farmers in a more difficult bargaining position but also to make the pricing of milk to farmers subject to serious new elements of instability.

Farmers observed that prices became unstable chiefly because of surplus supplies. Yet they also observed that some surplus milk is quite necessary to any well-supplied market. A market with adequate supplies requires a daily surplus or reserve during the low production season of 10 to 15 percent above average daily sales in order to take care of daily fluctuations in demand. This is because milk for fluid purposes is highly perishable and cannot be held over from day to day. Because production varies widely from season to season, this reserve necessarily will be greater during the season of high production.

Farmers find that the presence of surplus milk in a highly organized, highly competitive market tends to result in lower prices and eventually in lower production. Yet, when reserve supplies dwindle, temporary shortages result with upward pressures on prices.

Under this situation or price instability, farmers in many markets during past years found themselves virtually powerless to prevent unreasonable and harmful price manipulation. Dealers, driven by sharply competitive conditions, often engaged in "price wars," the losses being passed back to farmers in the form of lower prices. Final losses, of course, were passed back to consumers in the form of higher prices when farm milk supplies declined.

#### Co-op Bargaining Arrangements Inadequate

As early as 1900, erratic and wildly fluctuating prices had become a serious and characteristic problem of fluid milk markets. Following World War I, many farmers formed cooperatives in an effort to stabilize prices through collective bargaining with handlers. But these bargaining arrangements frequently were disrupted by a minority of dairy farmers and dealers who continued to trade in milk without regard to the bargaining agreements entered into by the majority.

When the depression of the early 1930's broke down most bargaining arrangements and caused farm milk prices to collapse, farmers turned to Government for help. Local and State regulatory agencies were established in all parts of the Nation and were effective in stabilizing prices. But only Federal authority was broad enough in scope to regulate markets where part of the milk entered into interstate commerce.

Federal authority to regulate the handling of milk was first provided in the Agricultural Adjustment Act of 1933. The Federal orders of today, however, are based on the Agricultural Marketing Agreement Act of 1937, which sets out in detail the authority granted earlier.

Under this authority the Secretary of Agriculture is empowered to help stabilize market conditions by issuing Federal orders (regulations enforced by law) which apply to handlers of milk and its products. He

also is empowered to enter into marketing agreements with processors, producers, associations of producers and others engaged in the handling of milk as a further instrument of market stabilization. Marketing agreements, however, are rarely issued. The explanations in the following questions and answers relate generally to Federal orders rather than to marketing agreements.

1. What is a Federal milk marketing order?

It is a regulation issued by the Secretary of Agriculture which places certain requirements on the handling of milk in the area for which it is issued:

a. It requires that dairy farmers regularly supplying the market be paid not less than certain minimum prices established in accordance with the form in which the milk is sold. These prices are set by the Secretary after a public hearing and may be made effective if approved by dairy farmers.

b. It requires that payments for milk be pooled and paid out to individual farmers on the basis of a uniform or average price.

2. What are the objectives of a Federal order?

To stabilize market conditions and do away with those particular characteristics of unregulated markets which are both harmful and unnecessary.

Thus Federal orders operate to (a) assure farmers of steady, dependable markets and prices for their milk which are reasonable in relation to economic conditions and (b) assure consumers at all times of adequate supplies of pure and wholesome milk.

They operate to correct conditions of price instability and needless fluctuations in price which (a) give unwarranted "stop" and "go" signals to production, (b) result in unnecessarily depressed prices to farmers that do not properly reflect supply and demand conditions, and (c) jeopardize the quality of the milk and the dependability of its supply.

3. How does a Federal order attain its objectives?

By bolstering unstable market conditions with a legal framework of rules and procedures on which orderly marketing activities can be based to the benefit of all parties concerned. These rules and procedures serve to:

a. Give farmers, milk dealers and the public an active voice in determining minimum farm milk prices through a procedure of public hearing.

b. Establish minimum farm milk prices that (1) assure farmers as much for their milk as general supply and demand conditions in the market warrant, and (2) assure the market of adequate supplies of milk.

c. Give the role of final judge in resolving issues discussed in public milk hearings to the Secretary of Agriculture who, with the help of economists and marketing specialists, can evaluate the evidence and render decisions in the public interest.

d. Provide for the orderly marketing of surplus milk through (1) a pricing method based on the uses in which milk is sold, and (2) a payment method which pools dealers' payments for milk and then distributes the funds to individual farmers on the basis of a uniform or average price.

e. Reduce the danger of unwarranted and harmful manipulation of prices paid to farmers.

f. Assure farmers of accurate weighing, testing, classification, and accounting for milk.

g. Make available information on the handling of milk in the marketing area so as to enable interested parties to evaluate the market situation.

#### 4. Who administers the order?

A market administrator appointed by the Secretary of Agriculture. He is helped by a staff of accountants, clerical personnel and statisticians.

#### 5. What kind of milk is covered by Federal orders?

Federal orders are primarily instruments for stabilizing marketing conditions for fluid milk in city markets and for this reason they apply to milk which is produced under local sanitary inspection for sale in whole fluid form in such markets. Such milk is often known as "approved" milk.

Local health regulations largely determine for each market the uses of milk which require "approved" supplies. In some markets this category consists only of milk for bottling purposes. In other markets additional uses are included, such as flavored milk drinks, fluid cream, and ice cream.

#### 6. Who is regulated by an order?

Milk handlers only. They usually are defined as anyone who purchases "approved" milk from dairy farmers for the purpose of selling it in the marketing area.

The order requires only that when a milk handler operating under the order purchases milk from a dairy farmer he pay at least the minimum price, make accurate weights and tests, and account properly for the way the milk is used. The order does not control from whom he shall buy, to whom he shall sell, how much he should buy or sell, or at what prices he may sell.

7. Are dairy farmers controlled in any way?

No. They may produce and sell any amount of milk under a Federal order. So far as the order is concerned, any dairy farmer who can find a handler in the market to purchase his milk is entitled to the benefits of the order.

8. How is milk priced under an order?

It is priced under a classified price plan. This plan (1) divides milk produced for fluid use into classes according to the use in which dealers actually sell the milk and (2) provides an appropriate minimum price to be charged to dealers for milk in each class.

Thus a dealer pays one price for the milk which he sells for consumption in whole fluid form and a lower price for the surplus fluid milk which he must sell in other uses. By pricing surplus milk separately, the classified price plan prevents reasonable surpluses from depressing the price of local farm milk to the point where the market's supply of milk may become endangered.

The classified price plan recognizes that it is more costly to produce and market milk for sale in a city market for fluid uses than it is to produce milk primarily for manufacture into such products as butter, cheese, and evaporated milk. This is true because (1) additional expenditures must be made on milk for city markets in order to comply with the rigid sanitary standards which apply to such milk and (2) milk for city markets must be transported in whole fluid form over relatively long distances on a very rapid daily schedule.

"Necessary Surpluses" Converted Into Manufactured Products

The plan also recognizes that despite such additional expenditures, all the milk produced for a city market will not be sold for consumption in fluid form. As pointed out on Page 8, a well-supplied market requires a daily reserve supply of fluid milk to take care of daily fluctuations in demand. When this reserve supply is not sold for use as whole fluid milk, it is converted into manufactured dairy products. This situation places milk produced for city markets into direct competition with manufacturing milk on which additional expenditures have not been made. Such surplus fluid milk from city markets can command a price which is competitive only with manufacturing milk prices. This price, of course, will be lower than the price received for the same kind of fluid milk used in city markets. It is this market situation which gives rise to the classified price plan.

9. How are specific price levels determined?

The Agricultural Marketing Agreement Act requires that minimum farm prices for milk be established at levels which will (1) reasonably reflect economic conditions affecting the supply and demand for milk (such as the price and availability of feeds), (2) assure an adequate supply of pure and wholesome milk for the market, and (3) be in the public in-

terest. In short, the act requires the fixing of prices which will equate the supply of milk with the demand for milk in each regulated marketing area after making provisions for necessary reserve supplies.

The price levels generally are set by means of price formulas which allow the minimum prices to change automatically along with certain changes in the market conditions for fluid milk. This is done because conditions which affect milk prices change frequently and rapidly. Every season of the year brings substantial changes which would soon render a fixed, flat price out of date.

These formulas are of two general types. In the New England, New York, and New Orleans markets formulas for Class I prices are based on general economic factors. As an example, in the New England markets these factors relate the milk price to certain costs of production, to changes in department store sales, and to changes in the general level of wholesale prices of nearly 900 commodities. In all these markets milk prices are further modified by a so-called supply-demand adjustment which comes into play as supplies get out of proper relationship to sales.

In Midwest markets the "basic price" type of formula is used. Formulas of this type base the price for Class I milk on the value of milk for manufacturing purposes. Specified differentials designed to account for the additional cost of producing inspected milk and the other special economic conditions which influence prices for milk in city markets are added to the manufacturing milk price. These added differentials are designed to equate the supply of inspected milk in the regulated market with the demand for it in that market.

Prices for milk used in classes other than Class I also are fixed on a formula basis which relates the price for each use of milk to market prices for manufactured dairy products or to prices paid at dairy manufacturing plants for milk used in manufacturing.

#### 10. How is the uniform price to farmers computed?

To compute the uniform price, the market administrator gets information from handlers at the end of each delivery period (usually 1 month in length) telling how much milk they handled during the period and how much was employed in each use of milk. From this the administrator can determine how much of the total milk brought into the market belongs in each class.

The administrator multiplies the minimum price for each class by the amount of milk in that class, to get the total value of milk in each class. The total value of milk for individual classes is added to get the total value for all milk marketed during the period. The total value for all milk is divided by the total pounds of milk received from dairy farmers to obtain the average or pool price of milk for the market. Milk handlers then are required to pay not less than this uniform pool price for all the milk they have received from each farmer.

The uniform price may be computed separately for each handler or it may be computed for all of the handlers in the market depending on whether the market has individual handler pools or a market-wide pool.

11. How are farmers paid under an order?

Farmers receive their checks once or twice monthly. Under Federal orders payment may not be less than the uniform price or average price as announced each month by the milk market administrator.

12. How are Federal orders enforced?

Legal action may be instituted through the Justice Department in the Federal courts to compel milk dealers to comply with a Federal order. If a market administrator discovers that a milk dealer is not complying with the terms of the order, he informs the dealer of this fact and requests him to make the necessary corrections. If the milk dealer complies with the request promptly and makes restitution of any amounts unpaid to dairy farmers, the matter is terminated at that point.

If, however, the violation is not rectified promptly, the market administrator may inform the Department of Agriculture. This step leads to legal action. Most noncompliance with Federal orders is the result of inadvertent errors on the part of milk handlers. Few legal actions to enforce compliance with orders have been carried out.

13. How are the operating costs defrayed?

Assessments levied upon milk handlers in accordance with the quantity of milk they receive or handle are used to defray the cost of the order program. The amount of the assessment varies under different orders and at different times. Generally it ranges from 2 to 4 cents per hundred-weight of the milk received by the handler from producers.

14. Is a Federal order a substitute for producer cooperatives?

No. A producer cooperative continues to perform all of its functions under a Federal order. At public hearings the cooperative presents the reasons and factual information which it believes will justify any change in prices or other terms of sale which it proposes.

Whenever the cooperative performs any of the physical functions connected with marketing, it will continue to perform these functions in the same manner as before the regulation. Inasmuch as orders are price-making mechanisms only, they cannot perform many of the functions of cooperatives. An order cannot assure that a market will be found for every producer's milk at all times. It cannot secure the most economical utilization of milk. Nor can it perform other marketing functions within the province of milk producers' associations.

15. Does a marketing order guarantee an adequate income to all farmers?

No. It is not possible under a market order to guarantee an adequate income to all farmers, nor would it be possible under some circumstances

even to guarantee an adequate income to any of the farmers selling in a regulated market. (A marketing order provides prices which will result in an adequate supply of pure and wholesome milk for the marketing area, and it prevents prices from fluctuating wildly without regard to general economic conditions.)

The prices provided under an order usually are the same or approximately so, for all producers under regulation. If some dairy farmers, due to misfortune or otherwise, are unable to supply normal quantities of milk to the marketing area, their income obviously will be reduced.

In times of depressed prices for milk and dairy products, or for agricultural products generally, the prices established under a marketing order (that would result in an adequate supply of milk for the market) may not be high enough to afford adequate incomes to any of the farmers delivering milk to the regulated market. If farmers are to have adequate incomes under conditions of generally depressed farm prices, some other type of program may be necessary. A price support program now is in operation for manufacturing milk and butterfat. Prices of these commodities have dropped to the levels at which price support is required under the Agricultural Act of 1949. Under this support program, the government is purchasing butter, nonfat dry milk solids and cheese so that processors of manufactured dairy products will receive such prices as will enable them to pay, on the average, the support price to farmers for manufacturing milk and butterfat.

In contrast to such a program, Federal orders are not designed to hold prices at any pre-determined level. They serve only to stabilize market and price conditions for milk sold principally for consumption in fluid form in city markets.

\* \* \*

#### FRUITS AND VEGETABLE CONTAINERS DESCRIBED

"Containers in Common Use for Fresh Fruits and Vegetables," recently issued by USDA's Production and Marketing Administration, is a comprehensive survey of the baskets, crates and boxes, barrels, sacks and drums used in marketing the Nation's produce. Containers for more than 40 fruits and vegetables are covered in the discussion and illustrations. The bulletin, however, is not limited to specifications and dimensional data but outlines the welcome trend toward standardization, the extent Federal standards are applicable, and such important developments as the swing toward handy consumer packages.

Regarding the great number of containers in use, the bulletin summarizes that many shapes and sizes are essential to fit the varying requirements of different products "but some reduction in the number of types and sizes of containers would seem to be possible... The almost universal use of the lug box for green-wrapped tomatoes and a similar wide-spread use of the L. A. crate for numerous products indicate the possibilities."

Classified as Farmers' Bulletin No. 2013, the study is available from the Information Branch, PMA, USDA, Washington 25, D. C.

# Aggressive Merchandising Key To Increased Peanut Consumption

By Proctor Campbell

How can peanut consumption be increased? That is the question the peanut industry and Government are trying to solve today. The importance of the question is highlighted by the fact that in recent years consumption has lagged far behind production of one of the Nation's important food crops.

The peanut industry has made efforts to increase consumption of edible stocks. Some significant advances have been made in quality of the products offered, particularly in peanut butter, where a great degree of stability has been gained in the standard product. Peanut butter has been combined with honey and yeast in appetizing spreads. Individual firms have conducted research in new product development. High quality roasted stock has been marketed in handy packages and pleasing mixes.

## Advertising Key to Edible Market

Equally important, has been the strong advertising campaign carried on by many in the industry. A few firms have been particularly active in keeping their good product before the consumer--the man who must be sold if the central problem is to be pared down without long delay. Every firm that handles peanuts, whether a sheller, peanut butter manufacturer, salter and roaster, or confectioner, should be interested in increasing the volume of peanuts that go into edible uses. However, there is still evidence that some firms are taking the path of least resistance and are not exploiting the edible peanut market to the maximum.

Development of methods for increasing the use of peanuts at the edible price level are being investigated by the Fats and Oils Branch of the Department of Agriculture under a Research and Marketing Act project. While quick results cannot be expected from this work, possibilities for developing new and expanded market outlets for peanuts and their products will be passed on to the industry as soon as they are developed.

Peanut producers are vitally concerned with the marketing problems. Inherent in the peanut industry's difficulties are some singular features which make adjustment difficult for producers. Peanut production has not been transformed by technology; there have been no hybrids, no phenomenal increases through the use of insecticides. This means that to producers the effects of controls are not cushioned to any great extent by greater output per acre.

The producer now faces the uncomfortable reality of overproduction of peanuts for edible purposes. A comparison of the domestic food use of peanuts to picked and threshed production for the years 1929-48 (Table 1.) emphasizes the fact that producers are willing to produce more peanuts than the edible trade will take. For the crop-years 1929 through 1933, before the day of adjustment programs, from 81 to 90 percent of picked and threshed production went for domestic food use. During the

Table 1.--Supply and distribution of peanuts, 1929-48  
(farmers stock basis.) 1/

| Year             | Production : |                     | Percent of domestic food use of production picked and threshed |
|------------------|--------------|---------------------|--|
|                  | : picked     | : Domestic food use |  |
|                  | : and        | : threshed:         |  |
|                  | Mil. lbs.    | Mil. lbs.           | Percent  |
| 1929             | 898          | 779                 | 87   |
| 1930             | 697          | 626                 | 90   |
| 1931             | 1056         | 855                 | 81   |
| 1932             | 941          | 804                 | 85   |
| 1933             | 820          | 708                 | 86   |
| 1934             | 1014         | 663                 | 65   |
| 1935             | 1153         | 798                 | 69   |
| 1936             | 1260         | 912                 | 72   |
| 1937             | 1233         | 876                 | 71   |
| 1938             | 1289         | 877                 | 76   |
| 1939             | 1213         | 889                 | 73   |
| 1940             | 1767         | 1011                | 57   |
| 1941             | 1479         | 1041                | 70   |
| 1942             | 2193         | 1290                | 63   |
| 1943             | 2176         | 1371                | 63   |
| 1944             | 2081         | 1458                | 70   |
| 1945 <u>2/</u>   | 2042         | 1299                | 64   |
| 1946 <u>2/3/</u> | 2038         | 1035                | 51   |
| 1947 <u>2/3/</u> | 2183         | 1026                | 47   |
| 1948 <u>2/3/</u> | 2338         | 1010                | 43   |

1/United States Bureau of Agricultural Economics, Consumption of Food in the U. S., U.S. Dept. of Agriculture Misc. Pub. 691. Compiled from data in Table 64. 2/ Revised 3/Preliminary

years 1934 to 1941, when acreage allotment programs were in effect the demand for edible peanuts did not increase in proportion to picked and threshed production. In these years, 57 to 76 percent of picked and threshed production went for domestic food use. The proportion was about the same for the war years 1942-45 at from 63 to 70 percent, but in the postwar years 1946, 1947 and 1948 there was a decline--51 percent in 1946, 47 percent in 1947 and 43 percent in 1948. For the crop years 1943 through 1948, acreage allotments and marketing quotas were not used. Acreage controls were reestablished for the 1949 crop year and picked and threshed production is estimated at 1,853 million pounds, 21 percent less than the record production of 2,338 million pounds in 1948. If

domestic food consumption is the same in 1949-50 as that in 1948-49, then 55 percent of the estimated production will go for domestic food uses.

Per Capita Consumption Highest During War

There was a steady increase in the use of peanuts for food both in total consumption and per capita consumption from 1929 through 1945 (Table 2). During this period total civilian consumption increased from a low of 417 million pounds (shelled basis) in 1930 to a high of 822 million pounds in 1945. Since 1945 consumption has declined. Total edible consumption for 1948, the low post-war year, was still above the prewar average at 647 million pounds. There was a corresponding decrease in per capita consumption from the all time high in 1942 and 1945 of 6.1 pounds to 4.4 pounds in 1948.

Table 2.--Domestic use of peanuts for food 1929-48 (shelled basis) 1/

| Year       | Total     | Military  | Civilian  | Civilian<br>per capita |
|------------|-----------|-----------|-----------|------------------------|
|            | Mil. lbs. | Mil. lbs. | Mil. lbs. | Lbs.                   |
| 1929       | 519       | --        | 519       | 4.2                    |
| 1930       | 417       | --        | 417       | 3.4                    |
| 1931       | 570       | --        | 570       | 4.6                    |
| 1932       | 536       | --        | 536       | 4.3                    |
| 1933       | 472       | --        | 472       | 3.7                    |
| 1934       | 442       | --        | 442       | 3.5                    |
| 1935       | 532       | --        | 532       | 4.1                    |
| 1936       | 608       | --        | 608       | 4.7                    |
| 1937       | 584       | --        | 584       | 4.5                    |
| 1938       | 566       | --        | 566       | 4.3                    |
| 1939       | 573       | --        | 573       | 4.3                    |
| 1940       | 652       | --        | 652       | 4.9                    |
| 1941       | 671       | 50        | 621       | 4.7                    |
| 1942       | 897       | 100       | 797       | 6.1                    |
| 1943       | 884       | 150       | 734       | 5.7                    |
| 1944       | 940       | 200       | 740       | 5.7                    |
| 1945 2/    | 832       | 10        | 822       | 6.1                    |
| 1946 2/ 3/ | 668       | --        | 668       | 4.7                    |
| 1947 2/ 3/ | 662       | 2         | 660       | 4.6                    |
| 1948 2/ 3/ | 651       | 4         | 647       | 4.4                    |

1/ Consumption of Food in the U. S. 1909-48. U. S. Bureau of Agricultural Economics, U. S. Dept. of Agriculture, Misc. Pub. No. 691, Table 64, p. 185. 2/ Revised. 3/ Preliminary

But even if postwar readjustments are now leveling off and the long-time trend in edible consumption of peanuts is resumed at the same rate of increase that prevailed before the war it will be several years before edible demand will approach the high level of picked and threshed production attained during the War.

Food consumption surveys conducted in 1948 by the Bureau of Human Nutrition and Home Economics show that in general the consumption of

peanuts and peanut butter increases as family income increases up to a certain level. These surveys were made in four cities: Birmingham, Alabama; Minneapolis-St. Paul, Minnesota; Buffalo, New York and San Francisco, California. A summary of the consumption of peanuts and peanut butter (shelled weight) at home in a week per person is shown in Table 3. Consumption was highest in Birmingham with the other three cities lower at from 60 to 67 percent of that in Birmingham. These surveys also show a seasonal difference in consumption with highest rate occurring during the winter for all cities except San Francisco. In addition to the information given in Table 3 these surveys also show that as income increases the percent of households using peanuts and peanut butter increases.

Table 3.--Average quantity of peanuts, peanut butter (shelled weight) 1 used at home in a week per person in households of selected composition by annual income class. 2

Income class (1947 income : Minneapolis-: San : ;  
after Federal income tax--: St. Paul :Francisco: Birmingham: Buffalo  
dollars) and season 1948 : : : :

|                          | <u>Lbs.</u> | <u>Lbs.</u> | <u>Lbs.</u> | <u>Lbs.</u> |
|--------------------------|-------------|-------------|-------------|-------------|
| All Classes.....Winter   | .097        | .059        | .132        | .072        |
| Spring                   | .027        | .076        | .095        | .058        |
| Fall                     | .068        | .077        | .085        | .059        |
| Under 2,000.....Winter   | .039        | .100        | .092        | .055        |
| Spring                   | .024        | .071        | .083        | .088        |
| Fall                     | .018        | .013        | .064        | .051        |
| 2,000 - 2,999.....Winter | .075        | .045        | .188        | .051        |
| Spring                   | .083        | .051        | .104        | .070        |
| Fall                     | .100        | .067        | .099        | .064        |
| 3,000 - 3,999.....Winter | .116        | .049        | .106        | .088        |
| Spring                   | .082        | .070        | .112        | .051        |
| Fall                     | .059        | .067        | .090        | .049        |
| 4,000 and Over....Winter | .117        | .066        | .086        | .111        |
| Spring                   | .067        | .092        | .109        | .045        |
| Fall                     | .060        | .105        | .071        | .074        |

1/ Includes the weight of shelled peanuts and peanut butter added to 70 percent of the weight of peanuts in shell.

2/ USDA, Agricultural Research Admin., Bureau of Human Nutrition and Home Economics 1948 Food Consumption Surveys, Preliminary Reports Nos. 8, 9, 10, and 11.

There are some recent indications that the improved merchandising techniques of the industry are beginning to pay off. Figures available on current consumption show encouraging increases for the period September 1949 through January 1950. It is too early to tell whether this

higher rate of consumption will be maintained or increased for 1950, but the trend is in that direction.

The role of advertising and intelligent, aggressive merchandising cannot be overemphasized in the industry's campaign to recapture the high rate of wartime consumption. The favored position of peanuts and peanut products has long since vanished with the return of plentiful supplies of peanut's competitors. Even during the period of highest consumption (1945), representatives of the industry and others cautioned against a sharp decline in demand for edible uses.

Selling Campaigns Must Be Adapted  
To Problems of Individual Firms

The following are suggestions for improving the marketing of peanuts and peanut products. Most apply to the industry generally; adaptation to problems of individual firms would be governed by immediate situations.

Market only quality products. Quality either commands a higher price or sells more readily. Increased sales will probably be more the result of repeat sales than the addition of new customers.

Follow the product through the market. It is important that the manufacturer or processor know how his products are handled, particularly in the retail store. He should try to see to it that (a) products that have deteriorated due to rancidity, appearance or other causes are withdrawn from the market, and (b) his products are kept before the customer and not placed in an out of the way location.

Use package and label that will increase consumer appeal. In the last few years many improvements have been made in packaging materials. Products must be attractively labeled and packaged and easy to handle. Recipes, suggestions for varying uses, and other effective sales devices must not be overlooked. The processor or manufacturer should be on the alert for improved merchandising methods. He should not be reluctant to make changes, or take chances with new methods.

The development of the self-service food markets has made it more necessary for the processor and manufacturer to advertise actively those products sold through such markets. Advertising experts believe there are many industries that do not use advertising most effectively. The peanut industry cannot afford to be in this class. Yet there is a tendency on the part of some firms to curtail expenditures for advertising during periods of declining markets and increase them during periods of expanding markets. According to some marketing experts, the reverse will probably pay higher dividends.

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TYPES OF FARMING CLASSIFIED IN BAE PUBLICATION

Ten major types of farming have been classified and regionalized in "Generalized Types of Farming in the United States," (Agri. Info. Bul. No. 3), recently issued by and available from the Bureau of Agricultural Economics.

# Farm Cooler Protects Eggs

By Elizabeth S. West

The critical period in the life of an egg, say USDA marketing researchers may well be that devastating delay at the farm--after eggs have been laid and before they are carried off to market. Recent surveys made in the Midwest under the Research and Marketing Act show that quality hits the skids in one out of three eggs while they wait unattended at the farm. Much of this loss could be prevented if eggs were properly cooled in a simple, farm-constructed device developed and proved by research.

## Eggs Face Double Hazard

In many parts of the country where farm flocks are not considered a major venture, eggs are subjected to one or both of two particularly bad influences: high temperature and low humidity. Eliminate these, say egg marketing specialists, and farm storage prevents few hazards.

Luckily for both the farmers and the eggs, the researchers are prepared to back up their studies with sound and inexpensive ways to maintain quality during the most destructive summer months ahead.

Perhaps the most practical advice has been to build a simple, electrically-powered farm egg cooler.

Exact specifications and operating instructions for this device have been prepared by and are available from the Rural Electrification Administration of the U. S. Department of Agriculture. The farm-built cooler is devised as a modification of plans developed earlier by the University of Missouri and recently published in RURAL ELECTRIFICATION NEWS.



The farm-built cooler is nothing more than a wind tunnel for eggs, in which air is humidified as it is driven through dampened burlap.

The egg cooler is designed simply and inexpensively to combat simultaneously both heat and low humidity. Most simply, the cooler could be described as a wind tunnel for eggs through which moist air is blown rapidly by an electric fan. Eggs are placed in the tunnel in wire baskets or any container which permits air to pass readily around the eggs; the moving air is dampened by forcing it through a moist burlap or wick baffle placed between the fan and the eggs.

Construction costs can be cut by using old or used lumber for the tunnel or box, while the baffle or dampening device may be improvised simply from burlap bags and a small wooden water trough. Even the wire mesh baskets may be bypassed by substituting generously-perforated old milk pails. There is no hint in the specifications that the fan may be farm-cobbled, but the plans wisely make provision for its removal for other purposes when the cooler is not in use.

#### Operating Costs Low

Cooling time required will range from one to four hours, depending on humidity, temperature, and other local factors. Operational costs are minute, since a fan of household size may be operated at a cost of a few cents for 24 hours service. After the eggs are thoroughly cooled they should be stored in the coolest place available, preferably a refrigerator, until they are marketed.

Properly cooled in moist air, eggs consistently grade higher and command better prices than eggs which are faultily handled. Higher quality is assured because embryo growth, interior deterioration and loss of weight are prevented.

In addition to these valuable "assists" to maintaining egg quality, however, researchers point out that frequent gathering--three times a day in summer and twice in winter--plus good care and early marketing after cooling are equally essential to maintaining highest egg quality.

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#### QUALITY LOSSES OF COLD-STORAGE AND NONSTORAGE EGGS COMPARED

When their interior quality is approximately the same, eggs removed from cold storage and eggs that have not been in cold storage lose quality at about the same rate. This was indicated in recent studies made by the U. S. Department of Agriculture under the Research and Marketing Act to test the widely held opinion that cold-storage eggs lose quality more quickly than nonstorage eggs. In summary, the same decrease in egg quality at various holding temperatures for both storage and nonstorage eggs was found.

The work was done jointly by the Poultry Branch, Production and Marketing Administration, and the Bureau of Animal Industry, Agricultural Research Administration. Details of the investigation are available from the Information Branch, PMA, USDA, Washington 25, D. C.

# Marketing Briefs

Cotton.--USDA announced in mid-March that there will be no price support program for long staple cotton produced in 1950. Long staple cotton (principally American-Egyptian, and normally with a staple length of one and one-half inches or more) has been supported at 90 percent of parity in recent years. Price support was mandatory (as a non-basic commodity) through 1948 under the Steagall Amendment, and through 1949 under the provisions of the Agricultural Act of 1948....Barter of cotton for a strategic material has been arranged in cooperation with the Federal Supply Service. The transaction, announced March 21 by Ralph S. Trigg, president of CCC, was the first to be made under a provision of Section 4 (h) of the CCC Charter Act which authorized the CCC to accept strategic and critical materials produced abroad in exchange for agricultural commodities acquired by the Corporation.

Dairy.--March 20, USDA announced final approval of proposals for changing minimum farm milk prices in the Philadelphia milk marketing area --to go into effect if approved by two-thirds of the dairy farmers regularly supplying in the market. As finally approved by the Department, the proposals would establish the minimum farm price for Class I milk at \$5.02 per hundredweight April through June 1950 and would reduce by 10 cents per hundredweight the minimum Class II price March through July. Class I milk in the Philadelphia market is used chiefly in fluid milk (bottled milk) and fluid milk drinks, while Class II is used in fluid cream and manufactured dairy products.

USDA also announced on March 20 its final decision to issue a Federal order to regulate the handling of milk in the Tulsa, Okla., milk marketing area. Scheduled to go into effect May 1, the Federal order must first be approved by at least two-thirds of the dairy farmers in the area voting in a referendum.... March 16, USDA announced its final decision to make four proposed changes in the Toledo Federal milk marketing order. Before the changes can go into effect they must be approved by two-thirds of the dairy farmers regularly supplying the market. The principal change would require milk handlers to make payments to a co-operative, if requested, for milk received from dairy farmers who have authorized the cooperative to receive such payments. This change also would require the milk market administrator to furnish such cooperatives the necessary information for making payments to dairy farmers. (The milk market administrator supervises the operation of the Federal order which regulates the handling of milk in the area.)

Fats and Oils.--Sale of 3,000 long tons of CCC stocks of crude cottonseed oil to the Army for shipment from Houston to Japan was announced April 5 by USDA. Cumulative CCC sales of 1949-crop crude for export now total 16,000 tons, a sale of 13,000 tons having been made a few weeks ago

for shipment to Germany under ECA. USDA also reported that 10,000,000 pounds of crude cottonseed oil was sold from CCC stocks during March for domestic use in the United States.... USDA announced March 21 that purchase agreements covering 1,748 tons of tung nuts and 11,462,509 pounds of tung oil have been made by producers and CCC in accordance with provisions of the 1949-crop tung support program announced by the USDA February 6, 1950. The agreements represent a little more than half the total production of oil (estimated at approximately 21,000,000 pounds) from the 1949 crop of tung nuts.

Fruits and Vegetables.--The effective period of the fresh apple export program has been extended until May 1, 1950, USDA announced March 20. Under provisions of the program, which became effective October 13, 1949, export payments of up to 50 percent of the f.a.s. price--but not more than \$1.25 per package of one bushel--are made to United States exporters of apples to encourage exports of this fruit to countries, territories, or dependent areas approved by the Department. A total of 1,806,097 bushels of apples had been exported or declared for export by March 11, 1950, under this program.

Grain.--The International Wheat Council, by action taken March 15, has accepted Germany's application for membership and has postponed further consideration of Japan's application until June or July. The Council accepted the application of Germany for accession to the Agreement with an annual quota of about 67 million bushels. German participation in the Agreement will become effective upon deposit by that country's Government of a formal instrument of acceptance with the U. S. Department of State. However, upon such acceptance, supplies of wheat already shipped by the U. S. to Germany this year--about 28 million bushels--which have not been distributed for consumption will be recorded against this year's quota. The total increased quota (approximately 67 million bushels) resulting from the accession of Germany will be assigned to the United States for the 1949-50 year. For the remaining three years, the U. S. quota will be increased by 55, 47, and 45 million bushels, respectively, over its present quota.... March 8, CCC announced that it is making awards for the purchase of 81,380,000 bushels capacity of bin-type and comparable grain storage structures. The awards are being made in accordance with the previous announcement that CCC was preparing to buy additional emergency storage facilities to help handle grain which will be turned over to CCC this spring under price support programs. All of the structures which are being bought are of a semi-permanent type which can be dismantled and moved to other locations and converted to other uses when they are no longer required by CCC.... April 4, CCC announced that it is receiving, through April 17, offers on approximately 2,000 perforated floors and approximately 2,000 ventilating duct systems for use in grain storage structures of the type recently purchased by CCC. Offers are to be made by manufacturers who will fabricate the component parts in such a manner as to require a minimum of fastenings for actual installation. CCC reserves the right to reject in whole or in part any or all offers. Any purchases by CCC will be made f.o.b. rail or truck, manufacturer's plant.

Livestock.--Government purchase of 4-1/2 million pounds of prime steam lard for the Department of the Army for shipment to Japan is being

negotiated during April USDA has announced. Since December, approximately 117.7 million pounds of lard have been purchased for export to Germany and Austria under ECA requisitions and to Okinawa under a Department of the Army requisition.

Poultry.--Sales to the United Kingdom of 31,818,000 pounds of dried whole eggs at an average price of 22 cents per pound were announced March 21 by USDA. Made from CCC stocks of dried eggs acquired under price support programs, the sales were financed by the use of Economic Cooperation Administration funds, Section 32 funds, and British dollars. The transaction, together with other recent export sales and donations to public and private welfare organizations, reduce CCC's inventory of dried eggs to 52 million pounds.... Purchase of dried eggs will be continued during May and June at levels reflecting to producers a price of at least 25 cents a dozen (27 cents a dozen when delivered by the producer to the plant of the drier), USDA announced April 6. This will be a continuation of the support program that has been in effect since January, and at the same levels.... USDA has announced proposed requirements to be met by processors in connection with the preparation of poultry and rabbit carcasses under the recently revised USDA grading program for ready-to-cook poultry and domestic rabbits. The requirements call for the examination of poultry and rabbits during the eviscerating process by qualified persons for any condition which might render the carcasses unfit for food, and that all such carcasses be condemned. These requirements have been proposed as additional assurance that ready-to-cook poultry or rabbits, bearing official USDA grade labels, are wholesome products.

Sugar.--Minimum wage requirements for work on the 1950 crop of sugar beets in regions other than California, southwestern Arizona, and southern Oregon were announced March 17 by USDA. Producers meet such requirements as one of the conditions for payments under the Sugar Act of 1948. The 1950 crop wage determination continues wage rates at the general level of those in effect for the 1949 crop, although some changes have been made in specific rates for particular operations. The supplemental wage payment for the completion of an agreed-upon acreage in harvesting has been eliminated and the amount of the harvesting supplement distributed among the "summer work" rates.

Tobacco.--A program to support the price of 1949-crop Connecticut Broadleaf (type 51) tobacco was announced by USDA on March 20. Support for this tobacco is required by applicable legislation, but this is the first time that support has been requested by growers, as market prices in the past, have exceeded the support level. USDA announced a loan schedule for unsorted Broadleaf tobacco ranging from 17 to 54 cents per pound, with an average loan level of 40.6 cents per pound. The loan level is based upon a crop of average quality with a normal distribution of grades. A loan schedule for sorted Broadleaf will be announced in the near future. Prices received by growers for the 1948 crop on an unsorted basis averaged 60.8 cents per pound.... April 7, USDA announced a program to support the price of 1949-crop Puerto Rican (Type 46) tobacco. Support for this tobacco is required by applicable legislation. The Department announced a schedule of loan rates by grades ranging from 7 to 45 cents per pound based on the average loan level of 31.5 cents per pound. This is 90 percent of parity as of October 1, 1949.

## ABOUT MARKETING

The following addresses, statements, and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

### Address and Statements:

The Ranchers' Stake in Our Farm Economy, an address by Ralph S. Trigg, Administrator, Production and Marketing Administration and President, Commodity Credit Corporation, before the New Mexico Cattle Growers' Assn., Albuquerque, New Mexico, March 27, 1950. 9 pp. (Processed)

Commodity Holdings and Surplus Disposal, a statement by Ralph S. Trigg before the House Committee on Agriculture, March 30, 1950. 14 pp.

Cottonseed Support in the Farm Program, a talk by Ralph S. Trigg, at the Meeting of the Texas Cotton Ginners' Assn., Dallas, Texas, April 3, 1950. 13 pp. (Processed)

The Economics of Cotton Ginning by Francis L. Gerdés, In Charge, Stonewille Laboratory, Research and Testing Divn. (Paper presented before the Annual Meeting of Carolinas Ginnings' Assn., Inc., Shelby, N.C., January 9, 1950) 15 pp. (Processed)

### Publications:

Terms Used in Livestock Market News. Folder. (PMA) (Processed)

Cotton Quality Statistics United States 1948-49. Statistical Bulletin No. 86. January 1950. 63 pp. (PMA) (Printed)

Poultry Grading and Inspection Program High Lights for Consumers. PA-96, March 1950. 4 pp. (PMA) (Printed)

Facts About the "Grading Service" for Large-Scale Users of Meat. January 1950. 2 pp. (PMA) (Processed)

Marketing Practices and Egg Quality, 1948-49. Bulletin 858 (Northeast Regional Publication No. 3) February 1950. 23 pp. (Cornell University) (Printed)

Periodic Market Reports of the Production and Marketing Administration. March 1950. 30 pp. (PMA) (Processed)

Publications and Reports Relating to Poultry and Eggs. March 1950. 12 pp. (USDA) (Processed)

Commodity Credit Corporation Loans and Purchase Agreements (Grain Sorghums, Wheat, Flaxseed, Barley, Oats, Rye, Rice, Dry Beans, Dry Peas, Soybeans, and Corn 1949 Crops) PA-98 March 1950. 2 pp. (PMA) (Printed)

ABOUT MARKETING (Cont'd)

Summary of State and Regional Cold Storage Holdings for 1949. March 1950. 46 pp. (PMA) (Processed)

The Wholesale Markets for Fruits, Vegetables, Poultry, and Eggs at Tulsa, Okla. March 1950. 78 pp. (PMA in cooperation with Marketing Divn. of Oklahoma State Board of Agriculture) (Processed)

Variations in State Standards and Grades for Eggs. April 1950. 15 pp. (PMA) (Processed)

List of Manufacturers of Fruit and Vegetable Hampers and Baskets (Revised to March 1950) 20 pp. (PMA) (Processed)

Tentative Standard Grades for Sorted and Unsorted Broadleaf Tobacco of Type 51 (Revised March 24, 1950) 14 pp. (PMA) (Processed)

Receipts and Disposition of Livestock at 64 Public Markets Calendar Year 1949. January 20, 1950. 9 pp. (PMA) (Processed)

Marketing Imperial Valley Carrots Summary of 1949 Season. February 1950. 15 pp. (PMA and Calif. Dept. of Agriculture cooperating) (Processed)

Marketing - Summary Colorado Cauliflower, Green Peas, Mixed Vegts. 1949. Released Mar. 23, 1950. 11 pp. (PMA and Colorado Dept. of Agriculture cooperating) (Processed)

Marketing Long Island Cauliflower Fall Season-1949. 4 pp. (PMA and N. Y. State Dept. of Agriculture cooperating) (Processed)

Marketing Northwestern Pears--Season 1948-49. Released March 1950. 18 pp. (PMA and Washington State Dept. of Agriculture cooperating) (Processed)

United States Standards for Grades of Canned Field Peas and Canned Black-Eye Peas (Effective April 17, 1950) 7 pp. (PMA) (Processed)

Marketing Long Island Potatoes, Summary Report, 1949-50 Season. 14 pp. (PMA and N. Y. State Dept. of Agriculture cooperating) (Processed)

Marketing Northwestern Cherries and Apricots--Season 1949. March 1950. 19 pp. (PMA and Washington State Dept. of Agriculture cooperating) (Processed)

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